

WXLV-TV  
3500 Myer Lee Dr  
Winston Salem, NC 27101

Greer Margolis Mitchell, Burns &  
Associates-Washington  
1010 Wisconsin Ave NW  
Ste 800  
Washington, DC 20007

# Contract # 1364023

Schedule Dates 10/23/12-10/29/12  
Advertiser Obama for America (30051)  
Agency Greer Margolis Mitchell, Burns & Associates-Wash  
Product POLITICAL CANDIDATE (ns) (1186)  
Brand OBAMA FOR AMERICA (187386)  
Salesperson Millennium/DC, Washington DC (1108)  
Sales Office Millennium Washington DC  
Buyer Name Bassett, Laura  
Phone/Fax /  
CPE 95/101/1537  
Account Types National/Political Candidate Agency BRD  
Billing Type Weekly/Irregular  
Comments OBAMA FOR AMERICA  
JONATHAN VITTI

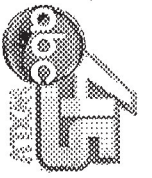
Date Entered 08/28/12  
Last Modified 08/28/12  
Entered By Lisa Carter  
CO-OP No  
Headline # ECR097/97205  
Demo A35+R  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$961.50  
Net Total \$5,448.50  
Sales Tax

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Oct. 2012	52	\$5,420.00
Nov. 2012	6	\$990.00
Grand Total:	58	\$6,410.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (3)	10/27/12-10/27/12	3	:30	8A- ABC-Good Morning American Saturday							1		1	\$10.00	\$10.00	Greensboro (WXLV)	GOOD MORNING AMERICA WK	8/28/12
2.0	Normal Line / SPOT (6)	10/28/12-10/28/12	3	:30	10:58-40A- ABC-This Week								1	1	\$25.00	\$25.00	Greensboro (WXLV)	THIS WEEK	8/28/12
3.0	Normal Line / News (12)	10/28/12-10/28/12	3	:30	6:28-45P- ABC-World News Sunday								1	1	\$60.00	\$60.00	Greensboro (WXLV)	ABC WORLD NEWS	8/28/12
4.0	Normal Line / Prime (15)	10/29/12-10/29/12	2	:30	7:57-56P- ABC-Dancing With The Stars (Monday)		1							1	\$800.00	\$800.00	Greensboro (WXLV)	DANCING WITH THE STARS 8/28/12 15	8/28/12
5.0	Normal Line / Prime (23)	10/26/12-10/26/12	3	:30	10P- ABC-20/20 (Friday)						1			1	\$280.00	\$280.00	Greensboro (WXLV)	20 / 20	8/28/12
6.0	Normal Line / News (1)	10/23/12-10/26/12	3	:30	6:28-50A- News-News 14 Carolina on ABC 45 at 630am			X	X	X	X			3	\$40.00	\$120.00	Greensboro (WXLV)	NEWS14 ABC45	8/28/12
7.0	Normal Line / SPOT (2)	10/23/12-10/29/12	3	:30	7A- ABC-Good Morning America		2	2	2	2	1			9	\$25.00	\$225.00	Greensboro (WXLV)	GOOD MORNING AMERICA	8/28/12
8.0	Normal Line / SPOT (4)	10/23/12-10/26/12	3	:30	10:58-25A- ABC-The View			X	X	X	X			3	\$20.00	\$60.00	Greensboro (WXLV)	VIEW	8/28/12
9.0	Normal Line / SPOT (5)	10/23/12-10/26/12	3	:30	12P- 1P (EST)			X	X	X	X			3	\$20.00	\$60.00	Greensboro (WXLV)	MILLIONAIRE	8/28/12
10.0	Normal Line / SPOT (7)	10/23/12-10/26/12	3	:30	3P- Anderson Cooper			X	X	X	X			3	\$50.00	\$150.00	Greensboro (WXLV)	ANDERSON COOPER	8/28/12
11.0	Normal Line / SPOT (8)	10/23/12-10/26/12	3	:30	5P- Ricki Lake			X	X	X	X			3	\$25.00	\$75.00	Greensboro (WXLV)	RICKI LAKE	8/28/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WXLV-TV  
3500 Myer Lee Dr  
Winston Salem, NC 27101

Greer Margolis Mitchell, Burns &  
Associates-Washington  
1010 Wisconsin Ave NW  
Ste 800  
Washington, DC 20007

# Contract # 1364023

Schedule Dates	10/23/12-10/29/12	Date Entered	08/28/12
Advertiser	Obama for America (30051)	Last Modified	08/28/12
Agency	Greer Margolis Mitchell, Burns & Associates-Washi	Entered By	Lisa Carter
Product	POLITICAL CANDIDATE (ns) (1186)	CO-OP	No
Brand	OBAMA FOR AMERICA (187386)	Headline #	ECR09797205
Salesperson	Millennium/DC, Washington DC (1108)	Demo	A35+R
Sales Office	Millennium Washington DC	Order Type	Normal
Buyer Name	Bassett, Laura	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	95/101/1537	Commission	\$961.50
Account Types	National/Political Candidate Agency BRD	Net Total	\$5,448.50
Billing Type	Weekly/Irregular	Sales Tax	
Comments	OBAMA FOR AMERICA JONATHAN VITTI		

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / News (9)	10/23/12-10/29/12	3	:30	5:58-30P- News-News 14 Carolina on ABC 45 at 6pm	1	1	1	1	1	1			5	\$45.00	\$225.00	Greensboro (WXLV)	NEWS14 ABC45	8/28/12
13.0	Normal Line / News (10)	10/23/12-10/29/12	3	:30	6:30P- ABC-World News Monday-Friday	1	1	1	1	1	1			5	\$55.00	\$275.00	Greensboro (WXLV)	ABC WORLD NEWS	8/28/12
14.0	Normal Line / SPOT (13)	10/23/12-10/26/12	3	:30	7P- Family Feud	2	X	X	X	X	X			2	\$70.00	\$140.00	Greensboro (WXLV)	FAMILY FEUD	8/28/12
15.0	Normal Line / SPOT (14)	10/23/12-10/26/12	5	:30	7P- 7:57P (EST)	2	X	X	X	X	X			2	\$70.00	\$140.00	Greensboro (WXLV)	FAMILY FEUD	8/28/12
16.0	Normal Line / Prime (17)	10/23/12-10/23/12	2	:30	7:57P- ABC-Dancing With The Stars (Tuesday)	1	1							1	\$900.00	\$900.00	Greensboro (WXLV)	DANCING W/T STARS RESULTS	8/28/12
17.0	Normal Line / Prime (19)	10/23/12-10/23/12	3	:30	10P- ABC-Private Practice (Tuesday)	1	1							1	\$705.00	\$705.00	Greensboro (WXLV)	PRIVATE PRACTICE	8/28/12
18.0	Normal Line / News (25)	10/23/12-10/29/12	3	:30	11:01P- News- News 14 Carolina on ABC 45 at 11pm	1	1	1	1	1	1			5	\$40.00	\$200.00	Greensboro (WXLV)	NEWS14 ABC45	8/28/12
19.0	Normal Line / SPOT (26)	10/23/12-10/26/12	3	:30	11:35P- ABC-Nightline	1	1	1	1	1	1			4	\$15.00	\$60.00	Greensboro (WXLV)	NIGHTLINE	8/28/12
20.0	Normal Line / SPOT (27)	10/23/12-10/26/12	3	:30	12:02:05A- ABC-Jimmy Kimmel Live	3	X	X	X	X	X			3	\$5.00	\$15.00	Greensboro (WXLV)	JIMMY KIMMEL	8/28/12
21.0	Normal Line / Prime (22)	10/25/12-10/25/12	3	:30	9P- ABC-Greys Anatomy (Thursday)	1			1					1	\$1,885.00	\$1,885.00	Greensboro (WXLV)	GREY'S ANATOMY	8/28/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
		<i>Margolis Burns</i>	8/31/12	

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Oct. 2012	52	\$5,420.00
Nov. 2012	6	\$990.00
Grand Total:	58	\$6,410.00

Rep Order# 9797205 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 08/17/2012 5:02 PM  
Last Received: 08/17/2012 2:29 PM  
Showing Buylines: All Rep Revised Lines

1 of 4

Station WXLV-TV GREENSBORO/W.SALEM  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA  
Estimate# 1537  
Buyer Laura Bassett  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1537  
Flight Dates 10/23/2012 - 10/29/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JONATHAN VITTI  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

\*\*\*\*\* Contract Coversheet \*\*\*\*\*

V.1 8/17

NEW POLITICAL ORDER. STARTS 10/23. TOTAL \$6915

PLS CF - CHRISTINA FOR JON

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Rep Order# 9797205 Ver# 1 Status New Traffic Order# Printed: 08/17/2012 5:02 PM 2 of 4  
 EC'd Yes Last Received: 08/17/2012 2:29 PM  
 Showing Buylines: All Lines

Station WXLV-TV GREENSBORO/W.SALEM Agency ( ) GMMB  
 Advertiser ( ) POLITICAL 3050 K ST NW  
 Product OBAMA FOR AMERICA WASHINGTON, DC 20007  
 Estimate# 1537 Agency C/P1/P2/E 95/101/1537  
 Buyer Laura Bassett Flight Dates 10/23/2012 - 10/29/2012  
 Phone# Hiatus Weeks  
 Fax#

Rep Firm  
 Sales Office ( ) WASHINGTON  
 Salesperson ( ) JONATHAN VITTI  
 Salesperson Phone# 202-955-5342  
 Salesperson FAX#

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
1	TU-F,M	10/23-10/29	630A-7A	NEWS14 ABC45	.30	\$40.00	5	1	5	\$200.00
2	TU-F,M	10/23-10/29	7A-9A	GOOD MORNING AMERICA	.30	\$25.00	9	1	9	\$225.00
3	SA	10/27-10/27	8A-9A	GOOD MORNING AMERICA WK	.30	\$10.00	1	1	1	\$10.00
4	TU-F,M	10/23-10/29	11A-12P	VIEW	.30	\$20.00	3	1	3	\$60.00
5	TU-F,M	10/23-10/29	12P-1P	MILLIONAIRE	.30	\$20.00	3	1	3	\$60.00
6	SU	10/28-10/28	11A-12P	THIS WEEK	.30	\$25.00	1	1	1	\$25.00
7	TU-F,M	10/23-10/29	3P-4P	<del>RICKI LAKE</del> Anderson	.30	\$50.00	3	1	3	\$150.00
8	TU-F,M	10/23-10/29	5P-6P	<del>DOCTORS</del> A. Burke	.30	\$25.00	3	1	3	\$75.00
9	TU-F,M	10/23-10/29	6P-630P	NEWS14 ABC45	.30	\$45.00	5	1	5	\$225.00
10	TU-F,M	10/23-10/29	630P-7P	ABC WORLD NEWS	.30	\$55.00	5	1	5	\$275.00
11	SA	10/27-10/27	6P-630P	HOLLYSCOOP	.30	\$25.00	1	1	1	\$25.00
12	SU	10/28-10/28	630P-7P	ABC WORLD NEWS	.30	\$60.00	1	1	1	\$60.00
13	TU-F,M	10/23-10/29	7P-730P	FAMILY FEUD	.30	\$70.00	2	1	2	\$140.00



Station WXLV-TV GREENSBORO/W.SALEM  
 Advertiser ( ) POLITICAL  
 Product OBAMA FOR AMERICA  
 Estimate# 1537  
 Buyer Laura Bassett  
 Phone#  
 Fax#  
 Agency ( ) GMMB  
 3050 K ST NW  
 WASHINGTON, DC 20007  
 Agency C/P1/P2/E 95/101/1537  
 Flight Dates 10/23/2012 - 10/29/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) WASHINGTON  
 Salesperson ( ) JONATHAN VITTI  
 Salesperson Phone# 202-955-5342  
 Salesperson FAX#

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
14	TU-F,M	10/23-10/29	7P-8P	FAMILY FEUD	.30	\$70.00	2	1	2	\$140.00
15	M	10/29-10/29	8P-10P	DANCING WITH THE STARS 15	.30	\$800.00	1	1	1	\$800.00
17	TU	10/23-10/23	8P-9P	DANCING W/T STARS RESULTS	.30	\$900.00	1	1	1	\$900.00
19	TU	10/23-10/23	10P-11P	PRIVATE PRACTICE	.30	\$705.00	1	1	1	\$705.00
22	TH	10/25-10/25	9P-10P	GREY'S ANATOMY	.30	\$1,885.00	1	1	1	\$1,885.00
23	F	10/26-10/26	10P-11P	20 / 20	.30	\$280.00	1	1	1	\$280.00
25	TU-F,M	10/23-10/29	11P-1135P	NEWS14 ABC45	.30	\$40.00	5	1	5	\$200.00
26	TU-F,M	10/23-10/29	1135P-1205A	NITELINE	.30	\$15.00	4	1	4	\$60.00
27	TU-F,M	10/23-10/29	12A-1A	JIMMY KIMMEL	.30	\$5.00	3	1	3	\$15.00
28	SA	10/27-10/27	12P-330P	ABC COLLEGE FOOTBALL	.30	\$400.00	1	1	1	\$400.00

---REPORT TOTALS---  
 Report Totals. 62 / \$6,915.00

---SALES MONTHLY TOTALS---

Oct 12. 49 / \$5,750.00  
 Sales Totals. 62 / \$6,915.00  
 Station Totals. 62 / \$6,915.00

Nov 12. 13 / \$1,165.00

505

Rep Order# 9797205 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 08/17/2012 5:02 PM  
Last Received: 08/17/2012 2:29 PM  
Showing Buylines: All Lines

Station WXLV-TV GREENSBORO/W.SALEM  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA  
Estimate# 1537  
Buyer Laura Bassett  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1537  
Flight Dates 10/23/2012 - 10/29/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JONATHAN VITTI  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---

Market Totals \$86,438

CABL	0%	UNKN	0%	WEXX	0%	WCWG	0%	WFWY	30%
WGHP	28%	WMYV	3%	WUPN	0%	WXII	31%	WXIV	8%

Books null  
Demos RA35+